

### **Amendments to the Claims**

1. (First Amendment)

A combined calendar and advertising format comprising:

- (a) a plurality of sheets of printable stock, each sheet having a top, a bottom, opposed sides, a upper face and a reverse dace;
- (b) a plurality of transversely defined panels on each of said sheets;
- (c) a plurality of printed matter and graphics contained on each of said panels; and
- (d) [at least one] a monthly calendar contained on one of said panels.

2 (Original)

The format of claim 1 wherein said printable stock is from about 20 pound weight to about 40 pound weight.

3. (Original)

The format of claim 1 wherein said printed matter is commercial and personal advertising copy and combinations thereof and said graphics are selected from the group consisting of artistic renderings, art reproductions, photographs, trademarks, service marks and combinations thereof.

4. (First Amendment)

The format of claim 3 wherein said printed matter is [in the form of] commercial advertising identifying dining and eating establishments sleeted from the group consisting of catering halls, fast food chains, restaurants and combinations thereof and said graphics are [are in the form of] artistic renderings and photographs selected from the group consisting of foods, meals, prepared dishes and combinations thereof.

5. (First Amendment)

The format of claim 1 wherein [each of said panels] a panel on each of said sheets contains a different monthly calendar.

6. (Original)

The format of claim 5 wherein a sufficient number of said sheets is provided so that said monthly calendars collectively span a calendar year.

7. (Original)

The format of claim 1 wherein said sheets are joined together at their tops.

8. (Original)

The format of claim 1 wherein three transversely defined panels are contained on each of said sheets.

9. (Canceled)

The format of claim 8 wherein each of said panels contains a different monthly calendar, printed matter and graphics.

10. (First Amendment)

A combined calendar and advertising format comprising:

- (a) a plurality of sheets of printed stock, each sheet having a top, a bottom, opposed sides, an upper face and a reverse face, the upper face of each of said sheets being divided into three transversely defined panels;
- (b) a plurality of printed matter and graphics contained on each of said panels;
- (c) a different monthly calendar contained on [each] one panel of each of said [panels] sheets; and,
- (d) means to join said sheets together at their tops.

11. (Original)

The format of claim 10 wherein said printed stock is from about 20 pound weight to about 40 pound weight.

12. (Original)

The format of claim 10 wherein said printed matter is commercial and personal advertising copy and combinations thereof and said graphics are selected from the group consisting of artistic renderings, art reproductions, photographs, trademarks, service marks and combinations thereof.

13. (First Amendment)

The format of claim 12 wherein said printed matter is [in the form of] *commercial advertising identifying dining and eating establishments* selected from the group consisting of catering halls, fast food chains, restaurants, and combinations thereof and said graphics are [in the form of] *are artistic renderings and photographs* selected from the group consisting of foods, meals, prepared dishes and combinations thereof.

14. (Original)

The format of claim 12 wherein a sufficient number of said sheets are provided so that said monthly calendars collectively span a calendar year.

15. (First Amendment)

A combined calendar and advertising format comprising:

- (a) a plurality of sheets of printable stock, each sheet having a top, a bottom, opposed sides, an upper face and a reverse face. The upper face of each of said sheets being divided into three transversely defined panels;
- (b) a plurality of printed matter and graphics contained on each of said panels;
- (c) a different monthly calendar contained on [each] one of said panels, said sheets being sufficient in number such that said monthly calendars contained on each of said sheets collectively span a calendar year; and,
- (d) means to join said sheets together at their tops.

16. (Original)

The format of claim 15 wherein said printable stock is from about 20 pound weight to about 40 pound weight.

17. (Original)

The format of claim 15 wherein said printed matter is commercial and personal advertising copy and combinations thereof and said graphics are selected from the group consisting of artistic renderings, art reproductions, photographs, trademarks, service marks and combinations thereof.

18. (First Amended)

The format of claim 17 wherein said printed matter is [in the form of] commercial advertising identifying dining and eating establishments selected from the group consisting of catering halls, fast food chains, restaurants and combinations thereof and said graphics are [in the form of] artistic renderings and photographs selected from the group consisting of foods, meals, prepared dishes and combinations thereof.